

BUSINESS ACTIVITY OF THE ENTERPRISE AND ITS WAYS OF STRENGTHENING

Donchak L.H.

Candidate of Economic Sciences,
Senior Lecturer at Department of Economics
of Enterprises and Corporations,
Vinnytsia Institute of Economics,
Ternopil National Economic University

Tsikhanovska O.M.

Candidate of Economic Sciences,
Senior Lecturer at Department of Economics
of Enterprises and Corporations,
Vinnytsia Institute of Economics,
Ternopil National Economic University

In the article, the essence of business activity is studied and a set of indicators, which make it possible to determine its level, are highlighted. Business activity of an economic subject helps avoid crisis phenomena in manufacturing-financial activities for securing steady economic growth, as well as decreases the risk of failure in the conditions of economic instability of the market environment and competition. The quantitative and qualitative parameters of assessment of the business

activity of an enterprise are proposed. It is proved that the assessment of business activity can be carried out by determining the optimum ratio between the rate of profit growth, income, and assets. The increase in the rate of growth of basic indicators in market conditions is one of the important goals of each enterprise, the solution of which will help to conduct successful activity of an economic subject. The basic ways of strengthening the business activity of enterprises are proposed.